

Rep Order# 9797518 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/17/2012 4:31 PM  
Last Received: 08/17/2012 4:30 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product RESTORE OUR FUTURE  
Estimate# 1250  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1250  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	7A-9A	EARLY SHW	:30	\$600.00	08/21-08/24	4	1	4	\$2,400.00	
	2	TU-F	3P-4P	DEAL	:30	\$600.00	08/21-08/24	4	1	4	\$2,400.00	
	3	TU-F	430P-5P	NEWS	:30	\$1,500.00	08/21-08/24	4	1	4	\$6,000.00	
	4	TU-F	530P-6P	NEWS	:30	\$1,700.00	08/21-08/24	4	1	4	\$6,800.00	
	5	TU-F	6P-630P	NEWS	:30	\$1,800.00	08/21-08/24	4	1	4	\$7,200.00	
	6	TU-F	7P-730P	INSIDE	:30	\$1,400.00	08/21-08/24	4	1	4	\$5,600.00	
	7	TU-F	730P-8P	ET	:30	\$1,400.00	08/21-08/24	3	1	3	\$4,200.00	
	8	TU-F	1135P-1235A	LETTERMAN	:30	\$750.00	08/21-08/24	4	1	4	\$3,000.00	
	9	TU-SU	11P-1135P	NEWS	:30	\$1,900.00	08/21-08/26	6	1	6	\$11,400.00	
	10	TU	8P-9P	NCIS	:30	\$5,500.00	08/21-08/21	1	1	1	\$5,500.00	
	11	TU	9P-10P	NCIS LA	:30	\$4,200.00	08/21-08/21	1	1	1	\$4,200.00	

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	12	TU	10P-11P	MENTALIST	P2	:30	\$3,500.00	08/21-08/21	1	1	1	\$3,500.00	
	13	W	9P-10P	CRIM MINDS	P2	:30	\$5,500.00	08/22-08/22	1	1	1	\$5,500.00	
	14	W	10P-11P	CSI	P2	:30	\$5,000.00	08/22-08/22	1	1	1	\$5,000.00	
	15	TH	10P-11P	PERSON	P2	:30	\$5,000.00	08/23-08/23	1	1	1	\$5,000.00	
	16	F-SA	8P-11P	NFL	P3	:30	\$3,000.00	08/24-08/25	4	1	4	\$12,000.00	
	17	SU	1030A-11A	FACE NATION	P1	:30	\$1,100.00	08/26-08/26	1	1	1	\$1,100.00	
	18	SU	630P-7P	NEWS	P2	:30	\$850.00	08/26-08/26	1	1	1	\$850.00	
	19	SU	7P-8P	60 MIN	P2	:30	\$4,000.00	08/26-08/26	1	1	1	\$4,000.00	
	20	SU	10P-11P	MENTALIST	P2	:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
	21	SU	1135P-1205A	SPORTS	P2	:30	\$650.00	08/26-08/26	1	1	1	\$650.00	
	22	M	7A-9A	EARLY SHW	P1	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
	23	M	3P-4P	DEAL	P2	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
	24	M	430P-5P	NEWS	P1	:30	\$1,500.00	08/27-08/27	1	1	1	\$1,500.00	
	25	M	530P-6P	NEWS	P1	:30	\$1,700.00	08/27-08/27	1	1	1	\$1,700.00	
	26	M	6P-630P	NEWS	P2	:30	\$1,800.00	08/27-08/27	1	1	1	\$1,800.00	
	27	M	7P-730P	INSIDE	P2	:30	\$1,400.00	08/27-08/27	1	1	1	\$1,400.00	

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Salesperson ( ) ALEXANDRA BRADLEY

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	M	730P-8P	ET	P2 :30	\$1,400.00	08/27-08/27	1	1	1	\$1,400.00	
	29	M	1135P-1235A	LETTERMAN	P2 :30	\$750.00	08/27-08/27	1	1	1	\$750.00	
	30	M	11P-1135P	NEWS	P2 :30	\$1,900.00	08/27-08/27	1	1	1	\$1,900.00	
	31	M	10P-11P	HAWAII	P2 :30	\$4,500.00	08/27-08/27	1	1	1	\$4,500.00	

---REPORT TOTALS---

Report Totals: 62 / \$115,650.00

---SALES MONTHLY TOTALS---

Aug 12: 52 / \$99,500.00 Sep 12: 10 / \$16,150.00

Sales Totals: 62 / \$115,650.00

Station Totals: 62 / \$115,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$233,118	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 25%
		WKRC 49%	WLWT 13%	WSTR 0%	WXIX 11%	

Books null  
Demos RA35+

# Spot Manager: All, 08/21/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Restore Our Future												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50481												
Line: 1												
08/21/12	Tuesday		:30	\$600.00		CBS This Morning	7:00 AM-9:00 AM	RESTORE OUR FUTURE	1250	P-1	1	MWAS
08/22/12	Wednesday		:30	\$600.00		CBS This Morning	7:00 AM-9:00 AM	RESTORE OUR FUTURE	1250	P-1	2	MWAS
08/23/12	Thursday		:30	\$600.00		CBS This Morning	7:00 AM-9:00 AM	RESTORE OUR FUTURE	1250	P-1	3	MWAS
08/24/12	Friday		:30	\$600.00		CBS This Morning	7:00 AM-9:00 AM	RESTORE OUR FUTURE	1250	P-1	4	MWAS
				\$2,400.00								4
Line: 2												
08/21/12	Tuesday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
08/22/12	Wednesday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	RESTORE OUR FUTURE	1250	P-2	3	MWAS
08/23/12	Thursday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/24/12	Friday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	RESTORE OUR FUTURE	1250	P-2	4	MWAS
				\$2,400.00								4
Line: 3												
08/21/12	Tuesday		:30	\$1,500.00		4p Local 12 News at Four (4:30:00 PM-5:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	1	MWAS	
08/22/12	Wednesday		:30	\$1,500.00		4p Local 12 News at Four (4:30:00 PM-5:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	2	MWAS	
08/23/12	Thursday		:30	\$1,500.00		4p Local 12 News at Four (4:30:00 PM-5:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	3	MWAS	
08/24/12	Friday		:30	\$1,500.00		4p Local 12 News at Four (4:30:00 PM-5:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	4	MWAS	
				\$6,000.00								4
Line: 4												
08/21/12	Tuesday		:30	\$1,700.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	2	MWAS	
08/22/12	Wednesday		:30	\$1,700.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	3	MWAS	
08/23/12	Thursday		:30	\$1,700.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	4	MWAS	
08/24/12	Friday		:30	\$1,700.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	RESTORE OUR FUTURE	1250	P-1	1	MWAS	
				\$6,800.00								4
Line: 5												
08/21/12	Tuesday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/22/12	Wednesday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RESTORE OUR FUTURE	1250	P-2	3	MWAS
08/23/12	Thursday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
08/24/12	Friday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RESTORE OUR FUTURE	1250	P-2	4	MWAS
				\$7,200.00								4
Line: 6												
08/21/12	Tuesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	RESTORE OUR FUTURE	1250	P-2	3	MWAS
08/22/12	Wednesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
08/23/12	Thursday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/24/12	Friday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	RESTORE OUR FUTURE	1250	P-2	4	MWAS
				\$5,600.00								4
Line: 7												
08/22/12	Wednesday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
08/23/12	Thursday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/24/12	Friday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	RESTORE OUR FUTURE	1250	P-2	3	MWAS

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/21/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Restore Our Future												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50481												
Line: 7												
				\$4,200.00							3	
Line: 8												
08/21/12	Tuesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	RESTORE OUR FUTURE	1250	P-2	3	MWAS
08/22/12	Wednesday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/23/12	Thursday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	RESTORE OUR FUTURE	1250	P-2	4	MWAS
08/24/12	Friday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
				\$3,000.00							4	
Line: 9												
08/21/12	Tuesday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
08/22/12	Wednesday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	5	MWAS
08/23/12	Thursday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	6	MWAS
08/24/12	Friday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	3	MWAS
08/25/12	Saturday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	2	MWAS
08/26/12	Sunday		:30	\$1,900.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	4	MWAS
				\$11,400.00							6	
Line: 10												
08/21/12	Tuesday		:30	\$5,500.00		Tue Reg 1	8:00 PM-9:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$5,500.00							1	
Line: 11												
08/21/12	Tuesday		:30	\$4,200.00		Tue Reg 2	9:00 PM-10:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$4,200.00							1	
Line: 12												
08/21/12	Tuesday		:30	\$3,500.00		Tue Reg 3	10:00 PM-11:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$3,500.00							1	
Line: 13												
08/22/12	Wednesday		:30	\$5,500.00		Wed Reg 2	9:00 PM-10:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$5,500.00							1	
Line: 14												
08/22/12	Wednesday		:30	\$5,000.00		Wed Reg 3	10:00 PM-11:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$5,000.00							1	
Line: 15												
08/23/12	Thursday		:30	\$5,000.00		Thu Reg 3	10:00 PM-11:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$5,000.00							1	
Line: 16												
08/24/12	Friday		:30	\$3,000.00		NFL Pre-Season	(8:00:00 PM-11:00:00 PI	RESTORE OUR FUTURE	1250	P-3	4	MWAS
08/24/12	Friday		:30	\$3,000.00		NFL Pre-Season	(8:00:00 PM-11:00:00 PI	RESTORE OUR FUTURE	1250	P-3	1	MWAS
08/25/12	Saturday		:30	\$3,000.00		NFL Pre-Season	(8:00:00 PM-11:00:00 PI	RESTORE OUR FUTURE	1250	P-3	2	MWAS
08/25/12	Saturday		:30	\$3,000.00		NFL Pre-Season	(8:00:00 PM-11:00:00 PI	RESTORE OUR FUTURE	1250	P-3	3	MWAS

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Advertiser: Restore Our Future												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50481												
Line: 16												
				\$12,000.00								4
Line: 17												
08/26/12	Sunday		:30	\$1,100.00		Face the Nation	10:30 AM-11:00 AM	RESTORE OUR FUTURE	1250	P-1	1	MWAS
				\$1,100.00								1
Line: 18												
08/26/12	Sunday		:30	\$850.00		630p Local 12 News Sun	6:30 PM-7:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$850.00								1
Line: 19												
08/26/12	Sunday		:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$4,000.00								1
Line: 20												
08/26/12	Sunday		:30	\$3,200.00		Sun Reg 4	10:00 PM-11:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$3,200.00								1
Line: 21												
08/26/12	Sunday		:30	\$650.00		Sun 1135p-1205a	11:35 PM-12:05 XM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$650.00								1
Line: 22												
08/27/12	Monday		:30	\$600.00		CBS This Morning	7:00 AM-9:00 AM	RESTORE OUR FUTURE	1250	P-1	1	MWAS
				\$600.00								1
Line: 23												
08/27/12	Monday		:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$600.00								1
Line: 24												
08/27/12	Monday		:30	\$1,500.00		4p Local 12 News at Four (4:30:00 PM-5:00:00 PM	RESTORE OUR FUTURE	1250	P-1	1	MWAS	
				\$1,500.00								1
Line: 25												
08/27/12	Monday		:30	\$1,700.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM	RESTORE OUR FUTURE	1250	P-1	1	MWAS	
				\$1,700.00								1
Line: 26												
08/27/12	Monday		:30	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$1,800.00								1
Line: 27												
08/27/12	Monday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$1,400.00								1
Line: 28												
08/27/12	Monday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$1,400.00								1

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Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50481												
Line: 29												
08/27/12	Monday		:30	\$750.00		Letterman	11:35 PM-12:35 XM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$750.00								1
Line: 30												
08/27/12	Monday		:30	\$1,900.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$1,900.00								1
Line: 31												
08/27/12	Monday		:30	\$4,500.00		Mon Reg 3	10:00 PM-11:00 PM	RESTORE OUR FUTURE	1250	P-2	1	MWAS
				\$4,500.00								1
				\$115,650.00								62
				\$115,650.00								62
				\$115,650.00								62
				\$115,650.00								62
				\$115,650.00								62
				\$115,650.00								62

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